



# THE IMPACT OF RUDSET INITIATIVES ON EMPOWERING WOMEN ENTREPRENEURS IN MYSORE DISTRICT

N. Vanitha<sup>1</sup>, Thriveni P<sup>2</sup>

<sup>1</sup> Research Scholar, College of Management & Commerce, Srinivas University, Mangalore  
Assistant Professor, Maharani's Women's Commerce & Management college, Mysore.

<sup>2</sup> Research Scholar, College of Management & Commerce, Srinivas University, Mangalore  
Assistant Professor, Maharani's Women's Commerce & Management college, Mysore.

## ABSTRACT

**Purpose:** The development of Women entrepreneurship and their participation in the socio-economic process is crucial for the socio-economic development of the country. The percentage of the female population in India is 48.04% and their work participation rate is 25 % (Periodic Labour Force Survey annual report 2020-21). Therefore, it is crucial to empower women through training and development programmes in order to expand their participation. In the year 1982 RUDEST was founded in Ujjire, Karnataka, with the primary goal of empowering women in the Dakshina Kannada district. This has gradually grown into a national movement for self-employment drive for both men and women.

**Design/Methodology:** This paper is based on printed evidence and reports which are collected from RUDSET, Hinkal, Mysore and the study is mainly conceptual. The research design is descriptive in nature.

**Findings & Result:** The study is mainly focused on training and development programmes for women that were held between 2016–17 and 2021–22 and also of those women who have successfully settled as entrepreneurs in this period. The role of RUDSET in this regard is remarkable.

**KEYWORDS:** Women Entrepreneurship, Socio-economic, Development, Rudset, Women Empowerment, Self-employment

## INTRODUCTION

A women entrepreneur is defined as "a woman or a group of women who initiate, organize, and run a business." The government of India defines women entrepreneurs based on their equity participation and employment in a business enterprise. As a result, a woman running an enterprise is defined as "an enterprise owned and controlled by a woman with a minimum financial interest of 51% of the capital and providing at least 51% of the employment generated in the enterprise to women." Women entrepreneurs make up 10% of all entrepreneurs in the country. (Sharma, 2013).

Women entrepreneurship has been identified as an important source of economic activity. Women entrepreneurs create new jobs for themselves and others, and as a group, they offer society a broad set of management, organizational, and business solutions. (Kumar, 2015) According to APJ Abdul Kalam, "empowering women is a prerequisite for building a good nation." When women are empowered, society is assured of stability. Women empowerment is critical because their thoughts and value systems lead to the development of a good family, a good society, and, ultimately, a good nation.

Unemployment is India's most serious problem. A large number of young people, particularly in rural areas, are unemployed across the country. One of the effective solution for the unemployment is self-employment. RUDSET was founded in 1982 as a ray of hope for self-employment that had originated in Dharmasthala, Ujjire, Karanataka, under the visionary leadership of DR.D. Veerendra Heggade. There are now 27 RUDSET institutions in 17 states across the country. 520583

trainees were trained between the years 2021 and 22. 382770 of these were successfully settled. The overall settlement rate was 74%. (<https://rudsetitraining.org/web/wp-content/themes/twenty十六teen/pdf/>)

## Literature review and Related works:

Serial number	Focus	Reference
1	This paper mainly focuses on various types of EDPs conducted at one of the RUDSTI in Andhra Pradesh, India. RUDSET's various skill training programmes in empowering women is mainly emphasised in this article	K. Ramakrishna & Dr. A. Sudhakar., International Journal in Management & Social Science. Vol-03, Issue-06 (Year-2015)
2	Authors main focus is on Women Entrepreneurship issues, challenges & empowerment of Women in 5 years plan. Successful Women entrepreneurs in India and their achievements and Government schemes for empowerment of Women in India is mentioned in this article.	Ranbir Singh & Dr. Nisha Raghuvanshi., International Journal of Management research & Review. Vol-2, Issue-1 (Year-2012)
3	The main objectives of the paper is to study the development of women entrepreneurs in India and various government schemes for empowerment of women in India. Author explains the problems faced by women entrepreneurs in Sivagangai district, Tamil Nadu.	Dr. K. Geetha & P. Sangeetha., Dogo Rangsang Research Journal. Vol-10, Issue-06 (Year-2020)

4	The study mainly emphasized on confirming the financial & social empowerment status of women belonging to various self-help group in India.	R. L. Vinodhini and P. Vajjayanthi., Indian Journal of Science & Technology. Vol-9(27) (Year-2016)
5	The main purpose of the paper is to discuss the issues & challenges faced by rural women entrepreneurs in India.	Rakesh Kumar Gautam and Dr. K. Mishra., International Journal of Applied Research. Vol 2(2) (Year-2016)
6	The main focus of the paper is to explore the various aspects & impacts of Self-Help Groups on socio-economic empowerment of women.	CMA Dr. Meenu Maheshwari and Shobhana., Pacific Business Review International. Vol-07, Issue-2 (Year-2014)
7	The main objective of the paper is to study the pattern of organizational structure of voluntary organization. Relationship of NGOs with rural development and RUDSET role in self-employment &	Dr. C. M. Prakasha., International Journal in Commerce ,IT & Social Sciences. Vol-03, Issue-08(Year-2016)

Table-1: Related works

### Objective of the study:

1. To study the role of RUDSET in women entrepreneurship development in Mysore district.
2. To state the EDP of RUDSET in women entrepreneurship development
3. To assess and analyse the impact and effectiveness of RUDSET's initiatives and programs in promoting women entrepreneurship in the region.

### Research Methodology and source of data:

The nature of the study is descriptive and the data obtained from both primary and secondary sources. Primary sources consist of information collected directly from RUDSET, Hinkal, Mysore and secondary sources consist of published article of similar work, books and website of RUDSET organization.

### Statement of Problem:

Despite various efforts to encourage female entrepreneurship, there is a persistent gender gap in entrepreneurship in the Mysore district. Women face numerous challenges, including limited access to resources, financial constraints, and societal norms that stymie their entrepreneurial ambitions. In this context, the effectiveness of the Rural Development and Self Employment Training Institute (RUDSET) in empowering women entrepreneurs in the region is a source of concern. Understanding the impact of RUDSET initiatives on women's entrepreneurship is critical in order to identify areas for improvement and to create a more conducive environment for women to start and sustain successful businesses. As a result, the purpose of this research is to look into RUDSET's role in developing women entrepreneurs in the Mysore district and to evaluate the effectiveness of its programs in reducing the gender disparity in entrepreneurship.

### Concept of women entrepreneurship.

With the rise of women in the field of entrepreneurship, researchers have attempted to develop a comprehensive definition of a woman entrepreneur. Women entrepreneurs are those who take on the responsibility of organizing and managing their organizations' resources, as well as bearing all risks in the hope of profit. This definition depicts women entrepreneurs as deliberate decision makers and managers (Coughlin, J. H., & Thomas, A. R., 2002).

Women's entrepreneurship refers to women's participation and engagement in starting, managing, and growing businesses.

Women's entrepreneurship includes a variety of activities ranging from small-scale ventures to larger enterprises in a variety of industries and sectors. It symbolizes the pursuit of economic independence, creativity, and innovation by female business owners and leaders.

### Development of RUDSETI:

The origin of RUDSETI can be traced back to the year 1982 in Ujjire, Karnataka state. Earlier, Syndicate Bank, Canara Bank, and SDME Trust had jointly sponsored the rural empowerment mission under the guidance of the Ministry of Rural Development, Government of India. Presently, there are 585 RUDSETIs across the country which are imparting various training programmes for skill enhancement during the financial year 2021-22. It has been discovered that over 2.56 lakh young generation entrepreneurial aspirants have successfully completed various courses through RUDSETI. (Source: RUDSET). The primary goal of RUDSET is to empower rural youth and women through skill development training, capacity building, and financial assistance to encourage entrepreneurship and self-employment. The institute's goal is to promote sustainable livelihoods in rural areas by providing individuals with the knowledge, skills, and resources they need to start and run their own businesses.

RUDSETI, Mysore was born in 1992. Since its inception, it has brought light into the darkened minds of unemployed youths. During the financial years 2020–21, a total of 20 programmes were conducted, with 467 individuals trained through various self-employment training programmes. RUDSET offers more than 60 programmes of self-employment in various fields of economic development.

### Training and development programmes of RUDSETI:

RUDSET's primary focus is on empowering rural youth and women through skill development training, capacity building, and financial assistance to promote entrepreneurship and self-employment. The institute aims to foster sustainable livelihoods in rural areas by equipping individuals with the necessary knowledge, skills and resources to start and run their own businesses.

### Key activities and initiatives of RUDSET in Mysore district includes:

1. **Entrepreneurship Development Training:** RUDSET conducts various entrepreneurship development programs targeted at rural youth and women. These training programs provide participants with essential skills in business planning, financial management, marketing, and other aspects of entrepreneurship.
2. **Skill Development Programs:** RUDSET offers skill development programs in sectors such as agriculture, animal husbandry, food processing, handicrafts, and more. These programs aim to enhance the employability of rural youth and women and equip them with marketable skills.
3. **Women Empowerment:** RUDSET places special emphasis on empowering women through specialized training and support. It offers programs designed to encourage women's participation in various economic activities, including self-employment and entrepreneurship.
4. **Financial Support:** RUDSET provides financial support to deserving candidates to help them establish and grow their businesses. This support may come in the form of loans, subsidies or grants.

5. **Rural Development Projects:** RUDSET may be involved in implementing rural development projects in collaboration with government agencies, NGOs, and other stakeholders. These projects may focus on sectors such as agriculture, watershed development, and rural infrastructure.
6. **Capacity Building and Mentoring:** RUDSET offers mentoring and capacity-building support to entrepreneurs to help them overcome challenges and sustain their businesses effectively.
7. **Networking and Market Linkages:** RUDSET facilitates networking opportunities and market linkages for rural entrepreneurs, enabling them to access wider markets and increase their business prospects.

#### EDP's program of RUDSET for women:

RUDSET conduct regular training programmes approved by National skill qualification Framework (NSQF) broadly under following categories 1. Agricultural EDP, 2. Product EDP, 3. Process EDP, 4. General EDP, 5. Skill upgradation programme for selected entrepreneurs and 6. Any other training programmes based on local needs can be designed and implemented, subject to approval from NSQF and National Academy of RUDSETI. We have conducted 887 training programmes benefiting 28253 candidates since inception. A few of the selected self-employment training programmes are listed below.

- Entrepreneurship Development Programme for Micro Entrepreneurs
- Photography and Videography
- Homemade Agarbatti Maker
- Dairy Farming and Vermi Compost Making
- Beauty Parlour Management
- Costume Jewellery Udyami
- Commercial Horticulture
- Krishi Udyami
- Poultry
- Masala powder, papad and pickle preparation
- Making Candles
- Bee Keeping
- Mushro
- om Cultivation
- EDP to Persons with Disabilities
- Training Programme on Financial Literacy for women.
- Computer DTP & Tally
- Digital electronics & TV repair
- Soft toys making
- Costume jewelry /Artificial jewelry making
- Organic farming
- Food processing
- Sheep rearing etc., (Source: RUDSET)

The following table 2 ,3 and 4 provides the information regarding RUDSET training and outcome:

Year	Trained	Men	Women	Transgender
2016-17	987	618	367	02
2017-18	750	466	284	00
2018-19	777	438	329	10
2019-20	720	423	291	06
2020-21	467	244	223	00
2021-22	784	297	487	0

Source: RUDSET -Hinkal, Mysore (V.T, July 2022)

**Table No. 2: Trained programme (between 2016-17 to 2021-22)**

Year	Settled Total)	Settled Men	Percentage of settlement- Men	Settled women	Percentage of settlement- Women	Wage employed	Self employed
2016-17	404	237	24.01	164	44.67	03	401
2017-18	467	261	34.80	196	69.01	10	457
2018-19	236	102	13.13	186	56.53	26	210
2019-20	504	222	30.83	201	69.07	81	423
2020-21	339	156	33.40	124	55.60	59	280
2021-22							

Source: RUDSET -Hinkal, Mysore (V.T, July 2022)

**Table No. 3: Shows settled self-employed trainees.**

Year	Total	Men	Women
2021	547	204	343
2022	784	297	487
From inception	25446	11567	13879

Source: RUDSET -Hinkal, Mysore

**Table 4: Major share of training programme (2021 and 2022)**

#### Findings & analysis from table 2,3 and 4:

- a) Rudset Provides training programmes for male, female and transgender.
- b) Women participation is more as compare to men as shown in table 2
- c) When comes to successful settlement as entrepreneur women percentage is more as shown in table 3.
- d) Major share of training programmes from inception to 2022 grabbed by women

Analysing tables 2,3 and 4, it is clear that RUDSET training programs benefit young unemployed youths, with women accounting for the majority of participants and settling rates, as shown in tables 2&3. As a result, the impact of training and development programs on women's empowerment is remarkable.

#### CONCLUSION

Rudset Initiatives has played an important role in empowering women entrepreneurs in Mysore District, having a long-lasting and transformative impact on both individual beneficiaries and the broader community. These initiatives focused on various aspects of women's empowerment, resulting in measurable improvements in their economic, social, and personal lives. RUDSET has been found to be effective in encouraging local entrepreneurial activities in the Mysuru district as part of women's economic empowerment.

#### REFERENCES

1. <https://rudsetitraining.org/web/mysuru/wp-content/uploads/sites/23/2023/07/Mysuru.pdf>. (2023).
2. <https://rudsetitraining.org/web/wp-content/themes/twentyseventeen/pdf>.
3. Joshi, V. K. (2015). Empowerment of scheduled cast Women through Micro finance: A Conceptual analysis. International Journal of Core Engineering and Management., 27-34.
4. K, S. (2021). Role of RUDSETI in the development of women entrepreneurship in Dakshina Kannada district of Karnataka. International Journal of Management & Development Studies, 1-6.
5. K. Ramakrishna., & A. (2015). Women Empowerment through skill development: The role of RUDSETI. International Journal in Management & Social Science, 421-434.
6. Korreck, S. (2019). Women Entrepreneurs in India: What is Holding Them Back? ever Research Foundationb.

7. Kumar, P. (2015). A STUDY ON WOMEN ENTREPRENEURS IN. International Journal of Applied Science & Technology Research Excellence, 43-46.
8. Parveen, K. (2014). Development of Rural Women Entrepreneurs through workshop training . Research Journal of Management Science, 15-18.
9. Pradhan, S. K. (2018). Women Empowerment in India. Globus An International Journal of Management & IT., 1-7.
10. Prakasha, C. (2016). Non Government Organisations through rural development : A case study of RUDSETI. International Journal in Commerce, IT & Social Sciences, 736-747.
11. PSV Balaji Rao., A. S. (2018). Women Empowerment to Women Entrepreneurship- A success story of Karnataka . International journal of Applied Engineering Research. , 16683-16687.
12. R.L.Hyderabad, L. B. (2014). State and Institutional Support for Women Entrepreneurship: A study of Dharwad District in Karnataka State. Pacific Business Review International, 56-64.
13. Rakesh Kumar Gautam, D. (2016). Study on rural women entrepreneurship in India:. International Journal of Applied Research, 33-36.
14. Sahab Singh1, G. T. (2013). A Case Study on Empowerment of Rural Women through Micro Entrepreneurship Development . IOSR-JBM, 123-126.
15. Sharma, M. Y. (2013). Women Entrepreneur In India. IOSR Journal of Business and Management (IOSR-JBM), 9-14.
16. Singh, R. S. (2021). Welfare Schemes in India for Women Empowerment:A Study . Journal of Research in Humanities and Social Science, 61-65.
17. S-Tumbe, J. H. (2019). Women Empowerment through skill development the role of RUDSETI in India. Tumbe Group of International Journal, 14-19.
18. T.Srinivasan., a. K. (2016). Role of DIC in the Promotion of Entrepreneurship in Sivagangai district of Tamilnadu. International Journal in Commerce, IT & Social Science., 42-49.
19. Vanitha N & SHailashri V T. (July 2022). Case study of women empowerment with special reference to RUDSET -Mysuru. Asian Journal of Multidimensional Research.